CLAIMS

What is claimed is:

1   1.   A method for distributing a promotion comprising the steps of:

2   selecting one or more subscribers to receive the promotion based on target

3   subscriber information associated with the promotion and subscriber information

4   associated with each subscriber;

5   obtaining subscriber delivery information for each of the selected subscribers;

6   and

7   distributing the promotion to each of the selected subscribers based on the

8   subscriber delivery information for the selected subscriber.

1   2.   The method as recited in claim 1 wherein the target subscriber

2   information comprises one or more target preference categories and a target interest

3   level associated with each target preference category.

1   3.   The method as recited in claim 1 wherein the subscriber information

2   comprises one or more preference categories and a subscriber interest level associated

3   with each preference category.

1   4.   The method as recited in claim 1 wherein the target subscriber

2   information comprises target non-sensitive demographic information.

1   5.   The method as recited in claim 1 wherein the subscriber information

2   comprises non-sensitive demographic information about the subscriber.

1   6.   The method as recited in claim 1 wherein the subscriber delivery

2   information comprises a receiving device type and a receiving device address.

1   7.   The method as recited in claim 1 wherein the subscriber delivery

2   information comprises an acceptable time period to receive the promotion.

1   8.   The method as recited in claim 1 wherein the subscriber delivery

2   information comprises a maximum number of promotions to be received within a

3   specified time period.

1   9.   The method as recited in claim 1 further comprising the step of

2   receiving feedback from the selected subscribers.

1   10.   The method as recited in claim 1 further comprising the steps of:

2   receiving a request to distribute the promotion; and

3   retrieving the promotion and the target subscriber information.

1   11.   The method as recited in claim 1 wherein the step of selecting one or

2   more subscribers comprising the steps of:

3   retrieving the subscriber information for the subscriber; and

4   selecting the subscriber when a comparison of the target subscriber

5   information to the subscriber information for the subscriber satisfies one or more

6   rules.

1   12.   The method as recited in claim 11 further comprising the step of

2   repeating the steps of retrieving the subscriber information and selecting the

3   subscriber until the one or more subscribers are selected.

1   13.   The method as recited in claim 1 wherein the step of obtaining

2   subscriber delivery information further comprises the steps of:

3   requesting the subscriber delivery information for each selected subscriber

4   using a subscriber identification for each selected subscriber; and

5   receiving the subscriber delivery information.

1   14.   The method as recited in claim 1 wherein the step of distributing the

2   promotion further comprising the steps of:

3   creating a message that contains the promotion and is formatted for a

4   receiving device for each selected subscriber; and

5   sending the message to the receiving device for each selected subscriber if the

6   selected subscriber has not been sent a specified number of messages within a

7   specified time period.

1   15.   A method for distributing a promotion comprising the steps of:

2   receiving a request to distribute the promotion;

3   retrieving the promotion and target subscriber information associated with the

4   promotion from a first database;

5   retrieving subscriber information for one or more subscribers from a second

6   database;

7   selecting the subscriber when a comparison of target subscriber information to

8   the subscriber information for the subscriber satisfies one or more rules;

9   requesting subscriber delivery information for each selected subscriber using a

10   subscriber identification for each selected subscriber, wherein the subscriber delivery

11   information is stored on a third database;

12   receiving the subscriber delivery information;

13   creating a message that contains the promotion and is formatted for a

14   receiving device for each selected subscriber; and

15   sending the message to the receiving device for each selected subscriber if the

16   selected subscriber has not been sent a specified number of messages within a

17   specified time period.

1   16.   A computer program embodied on a computer readable medium for

2   distributing a promotion comprising:

3   a code segment for selecting one or more subscribers to receive the promotion

4   based on target subscriber information associated with the promotion and subscriber

5   information associated with each subscriber;

6   a code segment for obtaining subscriber delivery information for each of the

7   selected subscribers; and

8   a code segment for distributing the promotion to each of the selected

9   subscribers based on the subscriber delivery information for the selected subscriber.

1   17.   The computer program as recited in claim 16 wherein the target

2   subscriber information comprises one or more target preference categories and a

3   target interest level associated with each target preference category.

1   18.   The computer program as recited in claim 16 wherein the subscriber

2   information comprises one or more preference categories and a subscriber interest

3   level associated with each preference category.

1   19.   The computer program as recited in claim 16 wherein the target

2   subscriber information comprises target non-sensitive demographic information.

1   20.   The computer program as recited in claim 16 wherein the subscriber

2   information comprises non-sensitive demographic information about the subscriber.

1   21.   The computer program as recited in claim 16 wherein the subscriber

2   delivery information comprises a receiving device type and a receiving device

3   address.

1   22.   The computer program as recited in claim 16 wherein the subscriber

2   delivery information comprises an acceptable time period to receive the promotion.

1   23.   The computer program as recited in claim 16 wherein the subscriber

2   delivery information comprises a maximum number of promotions to be received

3   within a specified time period.

1   24.   The computer program as recited in claim 16 further comprising a

2   code segment for receiving feedback from the selected subscribers.

1   25.   The computer program as recited in claim 16 further comprising:

2   a code segment for receiving a request to distribute the promotion; and

3   a code segment for retrieving the promotion and the target subscriber

4   information.

1   26.   The computer program as recited in claim 16 wherein the code

2   segment for selecting one or more subscribers comprising:

3   a code segment for retrieving the subscriber information for the subscriber;

4   and

5   a code segment for selecting the subscriber when a comparison of the target

6   subscriber information to the subscriber information for the subscriber satisfies one or

7   more rules.

1   27.   The computer program as recited in claim 16 further comprising a

2   code segment for repeating the retrieval of the subscriber information and selection of

3   the subscriber until the one or more subscribers are selected.

1   28.   The computer program as recited in claim 16 wherein the code

2   segment for obtaining subscriber delivery information further comprises:

3   a code segment for requesting the subscriber delivery information for each

4   selected subscriber using a subscriber identification for each selected subscriber; and

5   a code segment for receiving the subscriber delivery information.

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1   29.   The computer program as recited in claim 16 wherein the code

2   segment for distributing the promotion further comprising:

3   a code segment for creating a message that contains the promotion and is

4   formatted for a receiving device for each selected subscriber; and

5   a code segment for sending the message to the receiving device for each

6   selected subscriber if the selected subscriber has not been sent a specified number of

7   messages within a specified time period.

1   30.   A system for distributing a promotion comprising:

2   a profile manager;

3   a subscriber selector communicably connected to the profile manager, the

4   subscriber selector selecting one or more subscribers to receive the promotion based

5   on target subscriber information associated with the promotion and subscriber

6   information associated with each subscriber, and obtaining subscriber delivery

7   information for each of the selected subscribers via the profile manager;

8   a first database communicably connected to the subscriber selector, the first

9   database storing the target subscriber information;

10   a second database communicably connected to the subscriber selector, the

11   second database storing the subscriber information;

12   a third database communicably connected to the profile manager, the third

13   database storing the subscriber delivery information; and

14   a distributor communicably connected to the subscriber selector, the

15   distributor distributing the promotion to each of the selected subscribers based on the

16   subscriber delivery information for the selected subscriber.

1   31.   The system as recited in claim 30 wherein the target subscriber

2   information comprises one or more target preference categories and a target interest

3   level associated with each target preference category.

1   32.   The system as recited in claim 30 wherein the subscriber information

2   comprises one or more preference categories and a subscriber interest level associated

3   with each preference category.

1   33.   The system as recited in claim 30 wherein the target subscriber

2   information comprises target non-sensitive demographic information.

1   34.   The system as recited in claim 30 wherein the subscriber information

2   comprises non-sensitive demographic information about the subscriber.

1   35.   The system as recited in claim 30 wherein the subscriber delivery

2   information comprises a receiving device type and a receiving device address.

1   36.   The system as recited in claim 30 wherein the subscriber delivery

2   information comprises an acceptable time period to receive the promotion.

1   37.   The system as recited in claim 30 wherein the subscriber delivery

2   information comprises a maximum number of promotions to be received within a

3   specified time period.

1   38.   The system as recited in claim 30 wherein the subscriber selector

2   receives a request to distribute the promotion and retrieves the promotion and the

3   target subscriber information.

1   39.   The system as recited in claim 30 wherein the subscriber selector

2   retrieves the subscriber information for the subscriber and selects the subscriber when

3   a comparison of the target subscriber information to the subscriber information for the

4   subscriber satisfies one or more rules.

1   40.   The system as recited in claim 30 wherein the subscriber selector

2   requests the subscriber delivery information for each selected subscriber using a

3   subscriber identification for each selected subscriber and receives the subscriber

4   delivery information.

1   41.   The system as recited in claim 30 wherein the subscriber selector

2   creates a message that contains the promotion and is formatted for a receiving device

3   for each selected subscriber, and the distributor sends the message to the receiving

4   device for each selected subscriber if the selected subscriber has not been sent a

5   specified number of messages within a specified time period.